



MOVIE RECOMMENDATION SYSTEM

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Study Objectives

Four Objectives

1

*Developing a user-based
recommender system*

2

*Providing personalized movie
recommendations to users*

3

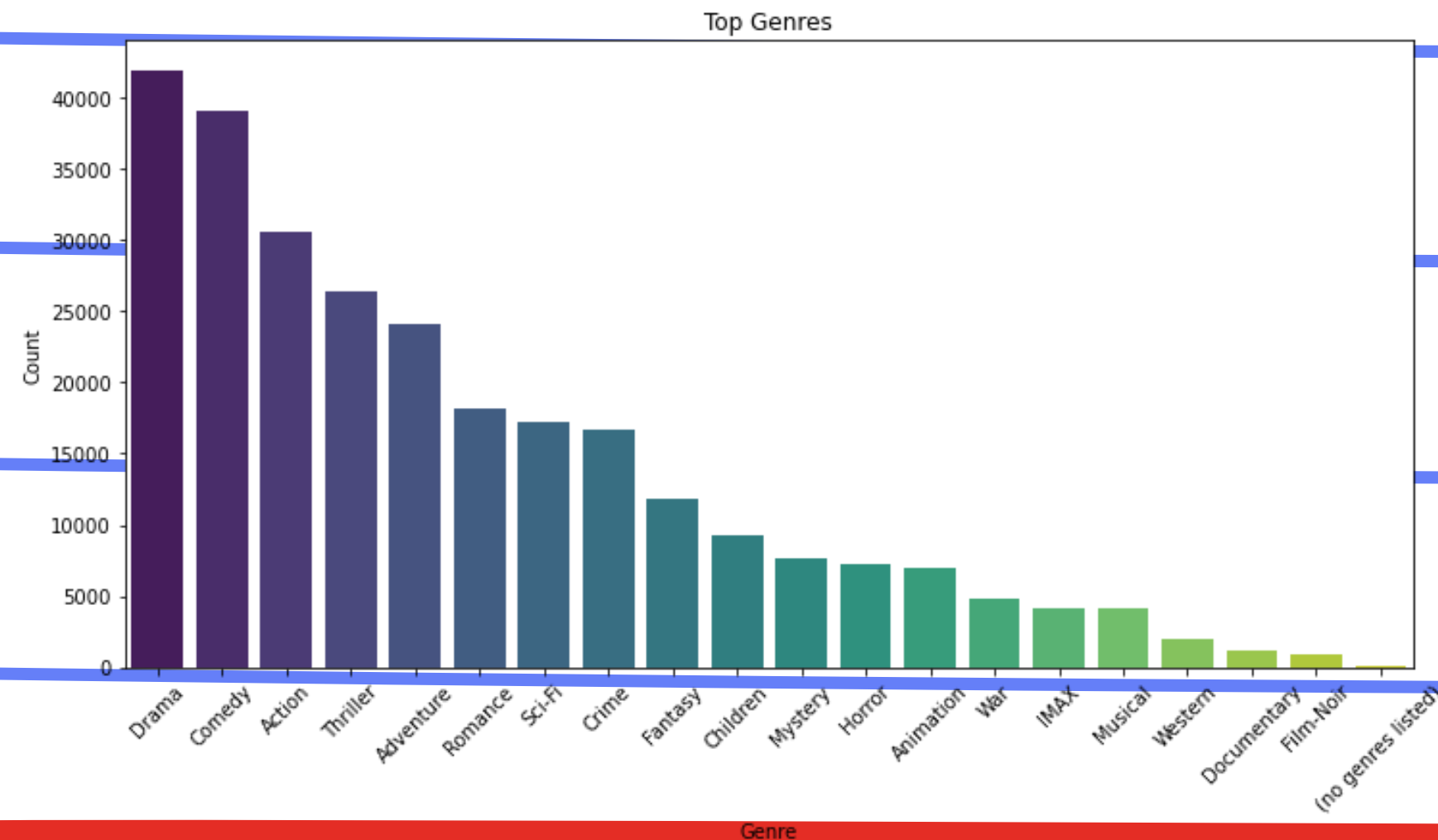
Enhance the user experience

4

Increasing user satisfaction



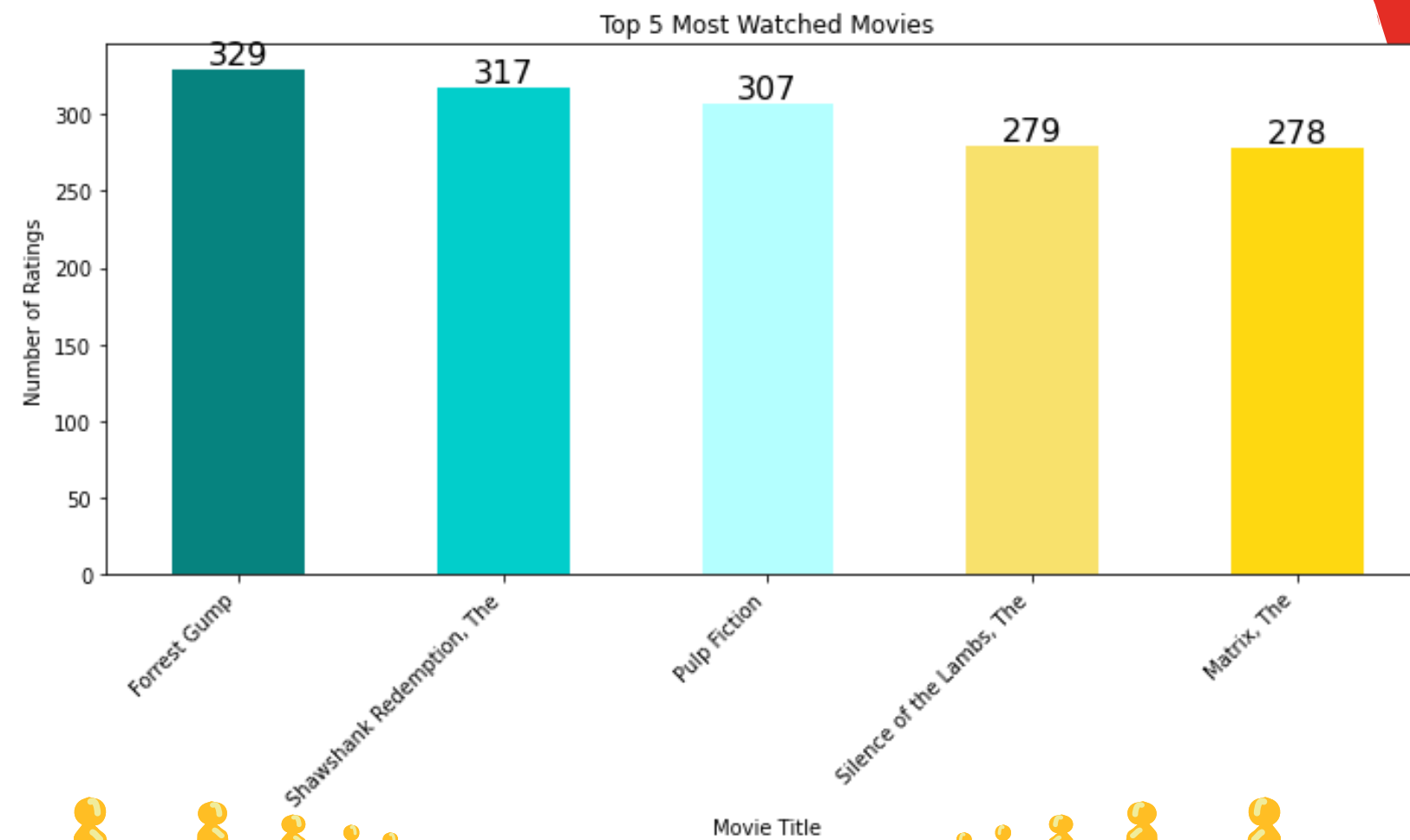
Top Movie genres from our dataset



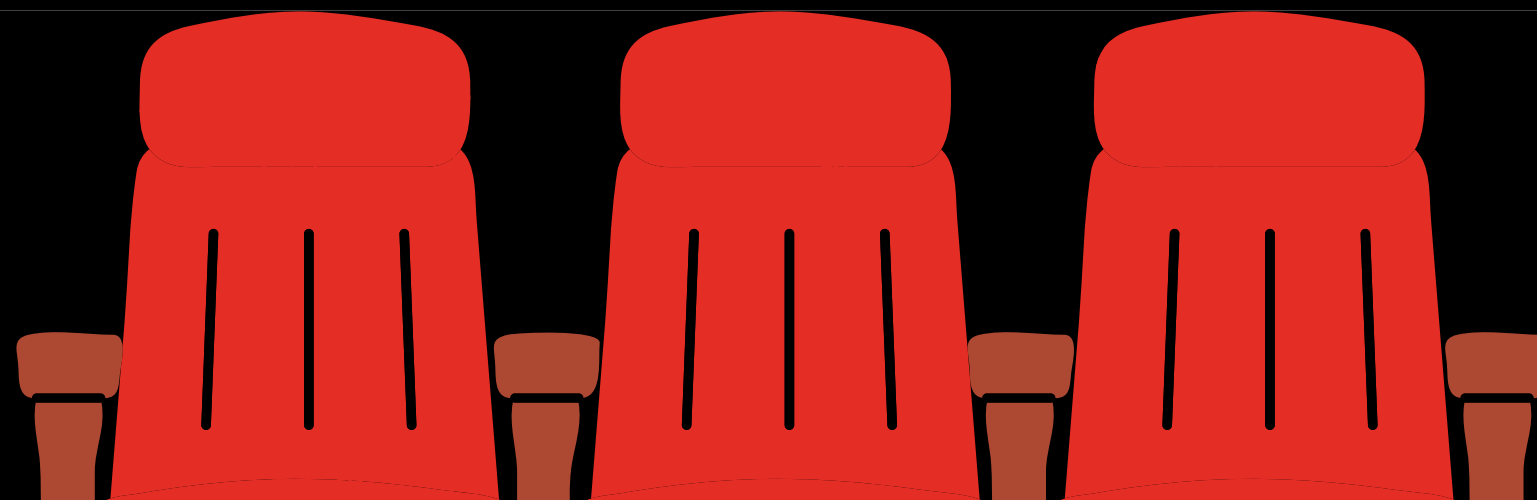
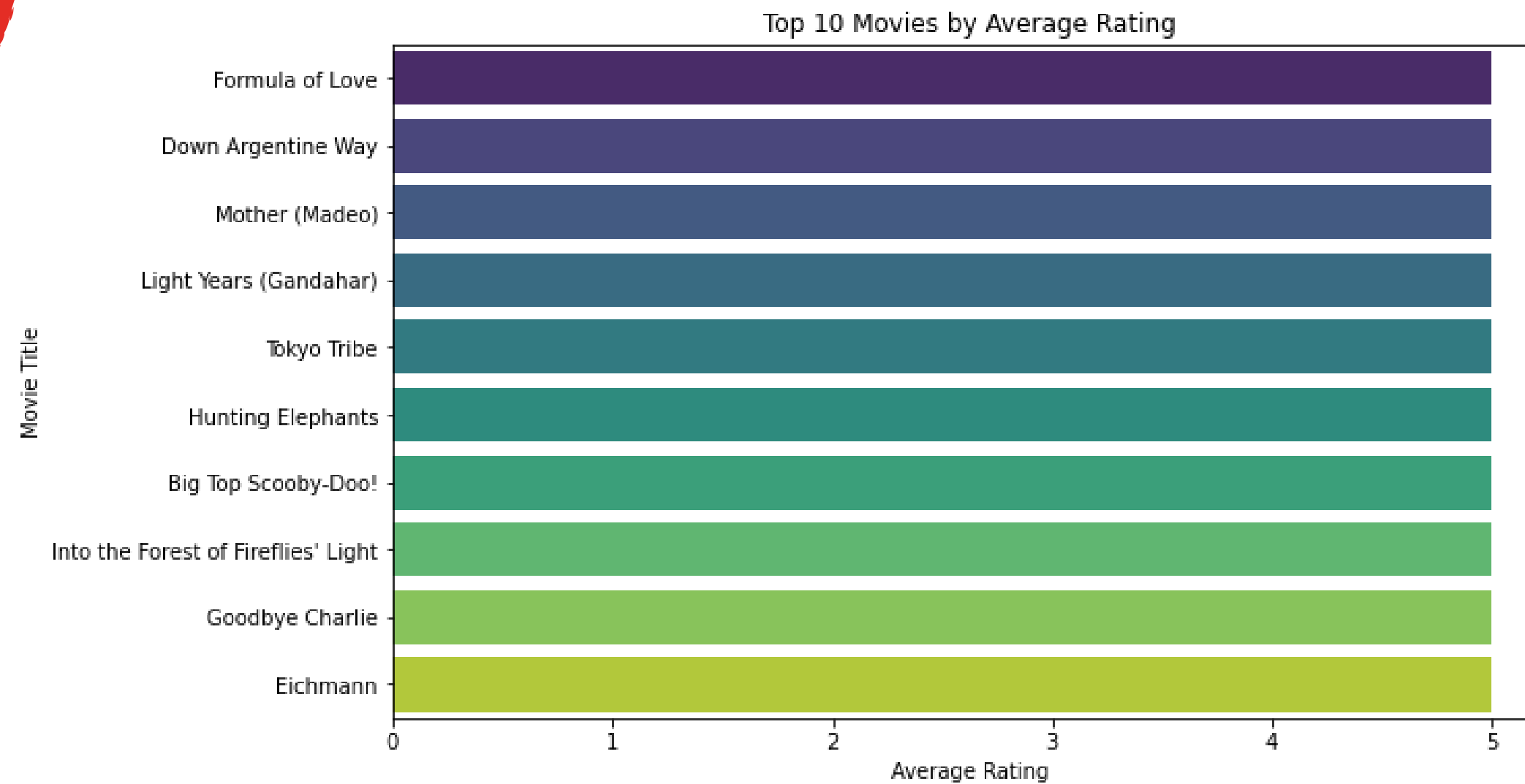
**Top movie genre is
Drama from the Bar plot**

Top Watched Movies

Based on rating top watched movie is Forest Gump



Highly rated movies- most liked





Conclusions and Findings

Memory Based collaborative filtering

- user based- recommended items that align with the user's
- item based- the model accurately identifies similar movies and provides relevant recommendations.

Model Based collaborative filtering

- Single Value Decomposition performed better than Non-Negative Matrix Factorization and Neural Networks



Recommendations

For New Users: Start with popular item recommendations or content-based filtering until sufficient user feedback is available.

For Active Users: Utilize collaborative filtering methods for personalized recommendations based on past interactions.

For Advanced Personalization: Implement model-based recommendations (SVD, NMF, or deep learning) for enhanced personalization.

Consider hybrid recommendation systems for improved recommendation quality.



The background of the slide is a stylized illustration of a stage. On the left and right sides, there are red and black vertically striped curtains, tied back with yellow ribbons. In the center, a red carpet leads towards the stage. On either side of the carpet, there are yellow stanchions connected by red ropes, creating a path. At the top center, there is a red oval containing the title.

Further Improvements

- Gather user feedback continuously to refine recommendation algorithms.
- Conduct A/B testing to evaluate recommendation changes and their impact on user engagement.
- Optimize scalability to handle growing datasets and user bases efficiently.
- Enhance personalization by incorporating additional user and item features.

A stylized illustration of a stage. At the top, there are red curtains with black outlines. Below the curtains, a large yellow spotlight beam shines down onto a blue stage floor. The words "Thank you" are written in bold black text in the center of the spotlight.

Thank you